



GOVERNOR'S

**20
22 | SMALL
BUSINESS**
WEBINAR SERIES

Scaling Your Business

Governor's Office of Small Business Assistance

March 10, 2022



**OFFICE OF THE
GOVERNOR**

TEXAS ECONOMIC DEVELOPMENT & TOURISM



WHAT DO YOU THINK?

Please like one of these statements, in the Featured Feed:

I am thinking about starting a business or have recently (within 2 years) started a business.

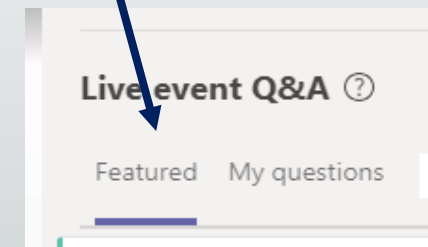
OR

I started a business more than 2 years ago.

Live Q&A Feed (upper right of screen):



"Featured" Feed Tab:





Adriana Cruz

**Executive Director
Economic Development & Tourism
Office of the Governor**



gov.texas.gov/business

512.936.0100

     @TexasEconDev



WHAT DO YOU THINK?

Please like one of these statements, in the Featured Feed:

My business provides a tangible product.

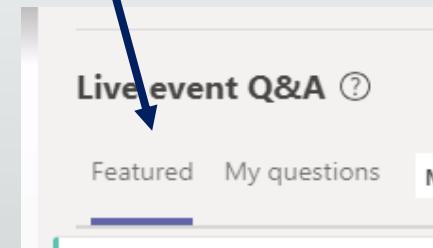
OR

My business provides a service or intangible product.

Live Q&A Feed (upper right of screen):



"Featured" Feed Tab:





PANELISTS



South-West Texas Border
**Small Business
Development Center Network**
Texas State University SBDC

Joe Harper

Executive Director

Texas State University – Small Business Development Center (SBDC)



**CENTER FOR INNOVATION
+ ENTREPRENEURSHIP**
TEXAS STATE UNIVERSITY

Daniel Roy

Co-Director

Texas State University – Center for Innovation and Entrepreneurship



Josh Daspit, Ph.D.

Texas State University – SCALEUP

Associate Professor of Management – McCoy College of Business



PANELISTS



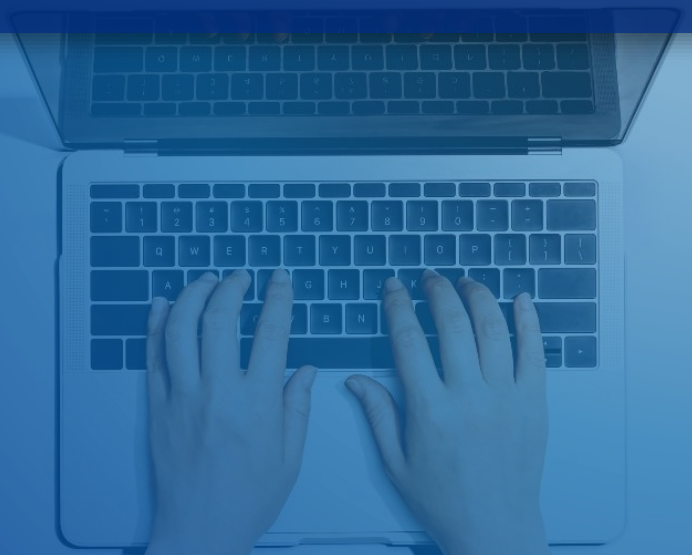
Jody Hall
VP of Global Sourcing
H-E-B



George & Rubie Huerta
Co-Owners and Operators
George and Rubie's Favorites



PANEL QUESTIONS





FREQUENTLY ASKED QUESTIONS

1. Is it a good strategy to use my relationship with a large outlet to introduce and promote my product?
2. How does outsourcing impact my profits?

Joe Harper



FREQUENTLY ASKED QUESTIONS

3. Given that other resources exist to help businesses grow, what is unique about the SCALEUP program at Texas State?
4. Where can I find more information about the SCALEUP program and related resources?

Daniel Roy & Josh Daspit



LIVE Q&A - PLEASE ASK QUESTIONS...

LIVE Q&A NOW OPEN

- The live Q&A feed is now open...
- Watch the “Featured” or “Published” live Q&A feed
- Check if your question has already been asked
- “Like” the questions you would like answered
- Questions with the most “likes” will be prioritized

Unfortunately we may not get to all questions...



FREQUENTLY ASKED QUESTIONS

LIVE Q&A NOW OPEN

5. When/where do I send product samples?
6. Do I have to produce enough to supply all 400+ H-E-B stores?

Jody Hall



George & Rubie's Favorites





FREQUENTLY ASKED QUESTIONS

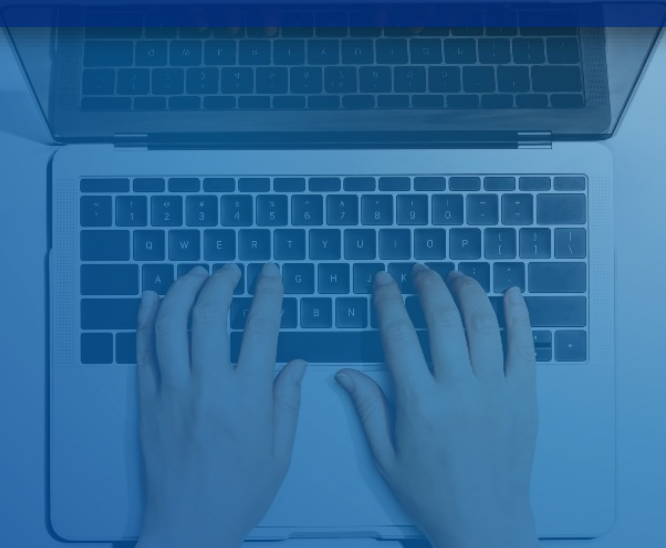
LIVE Q&A NOW OPEN

7. How did you maximize the exposure of your brand and/or products?
8. Does Proper packaging matter?

George & Rubie Huerta



LIVE QUESTIONS & ANSWERS





NEW: SMALL BUSINESS RESOURCE PORTAL



**The Governor's
Small Business
Resource Portal**

gov.texas.gov/business-portal

- Provides links to key resources for small businesses and start-ups
 - Local, state and federal resources
 - Business advice & growth assistance
 - Funding sources, customized resources
- Just answer 5 simple questions to customize your results
- Email them to yourself or print



SMALL BUSINESS ASSISTANCE TEAM



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CONTACT INFORMATION & RESOURCES

- **Governor's Small Business Webinar Series:**
<https://gov.texas.gov/business/page/small-business-webinars>
Slides available here within 48 hours
- **Events Calendar:** <https://gov.texas.gov/business/events>
- **Find your local SBDC:**
<https://americassbdc.org/small-business-consulting-and-training/find-your-sbdc/>
- **Texas State University SBDC:**
<https://www.tsusbdc.org>
Phone: 254-968-0558
- **Center for Innovation and Entrepreneurship:**
<https://innovation.txstate.edu/>
- **SCALEUP information and updates**
<https://scaleup.txstate.edu/>
- **H-E-B Quest for Texas Best Official Rules and link to Online Entry Form:**
<https://www.heb.com/quest>

THANK YOU



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